

# Emirates and South Africa

**53** weekly passenger flights to Johannesburg, Durban and Cape Town

**1.7** million passengers carried to/from South Africa\*

**63** thousand tonnes of high value cargo carried to/from South Africa\*

**1,089** South African nationals employed by the Emirates Group

\*FY2018/19

Since the commencement of services in 1995, Emirates has gradually grown its operations to South Africa. Now offering seven flights a day, Emirates is a long-term partner of South African aviation, tourism and trade.

Emirates has been active in growing the South African international aviation market from non-traditional regions in the Middle East, South Asia and Europe. Since 1995, Emirates has carried over 16.7 million passengers and more than 766,000 tonnes of high value cargo on its South African flights. The services have progressively grown in line with passenger and cargo demand, ensuring route sustainability.

Emirates currently operates 53 passenger services a week – four times daily to Johannesburg, twice daily to Cape Town and 11 flights per week to Durban. In FY2018/19, Emirates carried over 1.7 million passengers and transported over 63,000 tonnes of high value cargo on its South African flights – including seafood, fruits and vegetables, flowers, fresh and frozen meats, wine, and pharmaceuticals, bound for the Middle East, India, Europe and other markets.

To cater for the strong demand in tourism, trade and business travel, Emirates operates two daily Airbus A380 and two daily B777-300ER services to Johannesburg. These 3,000 daily

seats provide maximum connectivity for business travellers across different times of day, and are timed to link seamlessly with South African Airways' (SAA) domestic network.

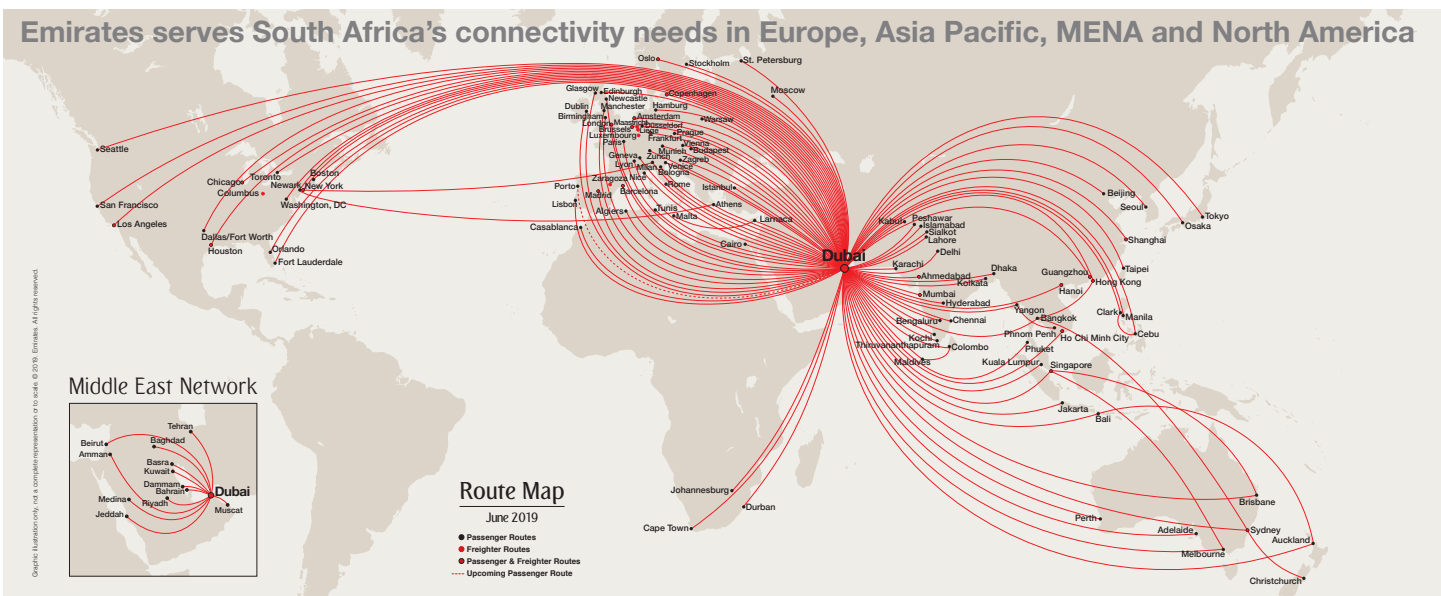
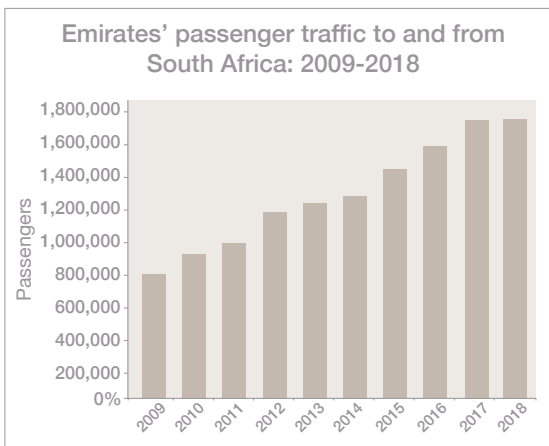
## The value of the Emirates network

Emirates carries business and leisure passengers from around the world to 'destination South Africa' via its Dubai hub, connecting South Africa with 119 destinations throughout its international network. Of these destinations, 111 are not served by any South African carrier. Emirates' expanding network has been crucial to providing new connectivity to South Africa.

## Emirates' economic impact in South Africa

In June 2016, Genesis Analytics published a study quantifying the economic contribution of Emirates Group operations in South Africa.

The study found that Emirates Group operations contributed US\$417 million in GDP to South Africa's economy in 2014/15, supporting 12,989 jobs.



## Investing in South Africa

In 2017/18, Emirates' direct expenditure in South Africa was over US\$182 million, accounting for fuel, ground handling and flight landing costs, overflying costs, crew accommodation and catering. Additionally, Emirates is a major purchaser of premium South African wine and produce which is featured on-board flights to and from South Africa.

Emirates currently employs 1,089 South Africans across the business, including over 260 pilots and 530 cabin crew, and is committed to working with the government to enhance socioeconomic transformation in South Africa.

In December 2014, Emirates deepened its commitment to South Africa by announcing a five year sponsorship agreement with one of South Africa's top rugby teams – the Johannesburg-based Lions rugby team, now known as the Emirates Lions. This agreement saw Emirates become the title sponsor for the Lions rugby team with naming rights to the Lions home ground Ellis Park in Johannesburg, now known as Emirates Airline Park. Emirates sponsors both the South Africa Open and Johannesburg Open, and in 2016, Emirates signed a five year sponsorship deal with the Cape Town Sevens – bringing our total annual sponsorship spend in South Africa to over US\$3 million.

In March 2015 the Emirates Group bought a stake in Imagine Cruising, a travel services provider with offices based in South Africa, offering cruises around the world.

## Lasting partnerships

A pillar of Emirates' South African operations is its codeshare partnership with SAA, which commenced in 1997 and was expanded in 2018. It is one of Emirates' most mature commercial partnerships and has enabled SAA to sell over 282,200 seats over the past decade on Emirates flights, without having to commit aircraft or capital expenditure to the routes. In 2017/18, the codeshare agreement saw around 90,000 passengers benefit from seamless travel and greater connectivity. The enhanced agreement expands the codeshare across both carriers' networks. Emirates and SAA continue to collaborate across their respective route networks, cargo services and flight schedules to enable seamless connectivity and greater passenger flows.

Through various product and destination initiatives and joint marketing activities, Emirates has been working with South African Tourism to grow the high-yielding inbound tourism market for several years. The airline has been an exhibitor at Africa's annual Travel Indaba since 2015, which showcases Africa's best tourism products and attracts international buyers and media from around the world. In 2018, Emirates supported South African Tourism's participation in the Middle East Roadshow, and facilitated entry into the Arabian Travel Market for the organisation's guests and exhibitors in 2018 and 2019.

## Engaging with communities

Since 2014, the Emirates Airline Foundation has supported two projects contributing to the welfare and educational advancement of children in South Africa. The Fikelela Aids Project in Mandela Park



The Southern African Wildlife College Trust - established in 1996 by WWF South Africa has trained close to 15,000 students from 46 countries in natural resource management and conservation practices. The funding from A Greener Tomorrow will provide three scholarships and two bursaries in certified educational nature conservation programmes to help with career advancement.

In May 2016, Emirates unveiled one of its A380 aircraft with a special livery in support of United for Wildlife - a global collaboration that unites the efforts of the world's leading wildlife charities in the fight against the illegal wildlife trade. The livery, featuring some of the planet's wildlife threatened by poaching and the illegal wildlife trade, aims to raise awareness of the illegal wildlife trade and communicate the need for urgent action. This has already led to increased detection rates in South Africa. The airline is also collaborating with international organisations to train and better equip its ground and cargo staff to detect and deal with illegal wildlife products in transit.



in Western Cape Town provides care, education and housing for abandoned or orphaned children who have been affected by HIV/AIDS. In KwaZulu Natal, early childhood education programmes and training for educators in crèches is provided by the Singakwenza organisation. Together, these endeavours positively impact the educational outcome and quality of life for thousands of children.

Additionally, through A Greener Tomorrow, Emirates is able to support organisations that work at the grassroots level in engaging with communities to conserve the environment. In 2016, two not-for-profit organisations, the Southern African Wildlife College Trust and the Southern African Foundation for the Conservation of Coastal Birds, were selected in South Africa to receive funding of around US\$150,000 to safeguard and improve their local environments. This initiative demonstrates Emirates' long-standing commitment to sustainability and environmental conservation globally. The funds for the initiative were raised through internal recycling programmes within the Emirates Group.

## UAE-South Africa Trade

The UAE is one of South Africa's top bilateral trade partners in the Middle East, with total exports worth ZAR 25.4 billion in 2018. In the past five years bilateral trade grew by 40%. With these strong commercial ties, the number of South Africans living and working in the UAE continues to grow, with an estimated 60,000 currently residing in the UAE.



The Southern African Foundation for the Conservation of Coastal Birds - a marine non-profit organisation that protects, treats and conserves seabirds and endangered species will use the A Greener Tomorrow funding to help support their rehabilitation, protection, research and chick-rearing programmes in South Africa.